



PROGRAMME 2: POLICY AND RESEARCH

Purpose: The Chief Directorate: Policy and Research conducts communication research to provide advice on communication in support of government's Programme of Action, and monitors the development and implementation of government programmes from a communication perspective.

Measurable objective: To inform government's communication strategy and programmes by analysing and producing research reports on public communication and information needs and on trends in the communication environment.

Policy and Research does research and provides information and advice on the public's government-related information needs and preferences, and advises other departments on the preferred communication channels and mediums used or accessed by the public. It monitors the implementation and impact of government's communication policies and programmes. It provides institutional support to the Media Development and Diversity Agency.

Apart from the management component, there are two subprogrammes:

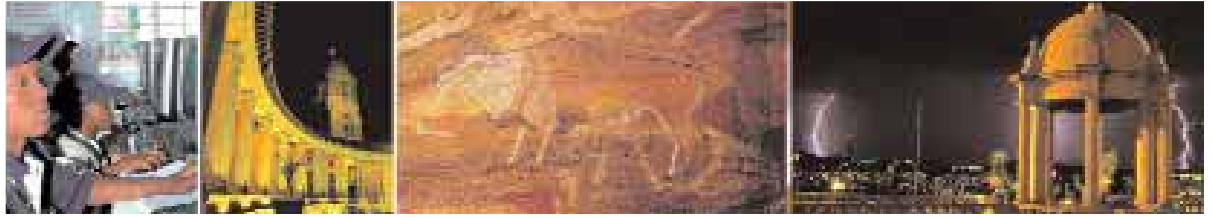
- The Directorate: Policy contributes to the development and monitoring of policy within the fields of media, communication and information, forms a communication perspective, and monitors the development and implementation of government policy in general.
- The Directorate: Research assesses the information and communication needs of government and the public.

SERVICE-DELIVERY OBJECTIVES AND INDICATORS

Research to inform the communication efforts of government departments

In 2005/06, the Directorate: Research worked on 25 different research projects to support initiatives to enhance effective government communication. An ongoing quantitative research project was conducted to assess the communication environment, to ascertain the information needs and communication preferences of South Africa's diverse population and to assess the impact of government communication initiatives. Five government departments bought into this research to assess understanding and perceptions of departmental policies and programmes and the impact of departmental communication initiatives.

A long-term qualitative research project was conducted to enhance understanding of findings from the quantitative research, to assess response towards the Imbizo programme and to pre- and post-test communication material.



Various ad hoc research projects were conducted on behalf of different sections in the GCIS and on behalf of other government departments. Most of these projects were outsourced to private-sector research companies. The directorate subscribed to various relevant products and services available from the private sector, and engaged in an ongoing process to identify and obtain relevant research findings that become available. These initiatives also enhance cost-effectiveness.

DIRECTORATE: POLICY

The Directorate: Policy contributes to the development of government's second economy communication campaign around economic opportunities and how to access them.

It adds to the development of information systems to contribute to the monitoring and evaluation of izimbizo and analyses of trends in media coverage of government.

Selected medium-term output targets

Subprogramme	Output	Measure/indicators	Target	Actual achievement
Policy.	Communication informed by understanding media trends.	Frequency of analysis and reporting.	Weekly reporting.	All communication environment reports continue and have been presented to all stakeholders.
Research.	Research and information to enhance effective government communication.	Research to meet aim and objectives conducted scientifically, cost-effectively and timeously and to share findings with relevant role-players.	Long-term quantitative and qualitative projects, ad hoc projects on request and access to relevant findings from other sources.	Research projects completed and research findings presented.